

**REMARKS**

Claims 1, 2, 4 and 6-9 are pending in this application. By this Amendment, claim 1 has been amended and claim 3 has been canceled. Support for the amendment to claim 1 can be found, for example, pg. 41, line 16 – pg. 42, lines 5 of the specification. No new matter has been added.

The courtesies extended to Applicant's representative by Examiner O'Connor at the interview held on December 11, 2007 are appreciated. Applicants separate record of the interview is incorporated into the remarks below.

The Office Action rejected claims 1-4 and 6-9 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,493,677 (hereinafter "von Rosen"). This rejection is respectfully traversed.

As discussed during the December 11, 2007 personal interview, Applicant respectfully asserts that von Rosen fails to teach or suggest claim 1 as recited in the Amendment filed on October 24, 2007. Applicant also respectfully asserts that von Rosen fails to teach or suggest currently amended claim 1.

Claim 1 has been amended to recite "wherein the steps of preparing and displaying are performed in real time in response to selected variations of a plurality of features of the unique information indicating product, such that the variations of the plurality of features are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser." Von Rosen fails to teach or suggest this feature.

Von Rosen discloses displaying a preview of a branded merchandise product on a confirmation page (Fig. 13, Step 1316). Von Rosen further discloses that the confirmation page may display a preview of the image 192 that will be printed on the label that will be affixed to the merchandise product, the photo credit 184, and the text message 186 that will appear on the back of the label. (See col. 10, lines 61-67). Von Rosen further discloses that

the consumer may be permitted to return to any previous page to correct any incorrect items.  
(See col. 10, lines 65-66).

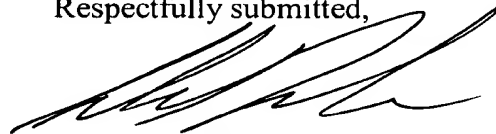
Thus, according to the disclosure of von Rosen, a consumer can only change aspects of the label by returning to previous pages. Thus, von Rosen fails to teach or suggest "the variations of the plurality of features are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser," as recited by claim 1.

Accordingly, withdrawal of the rejection is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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